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October 14, 2005

Via Electronic Filing

Ms. Marlene H. Dortch, Secretary
Federal Communications Commission
445 12th Street, S.W., TW-A325
Washington, DC 20554

Re: Children's Media Policy Coalition Opposition to Motion for Administrative Stay Pending
Appeal of Viacom Inc., MM Docket No. 00-167

Dear Ms. Dortch:

Pursuant to section 1.45(d) of the Commission's rules, Children Now, American Psychological Association, American Academy of Pediatrics, Action Coalition for Media Education, American Academy of Child and Adolescent Psychiatry, Benton Foundation, National Institute on the Media and the Family, National PTA, and Office of Communication of the United Church of Christ, Inc. ("Children's Media Policy Coalition" or "Coalition") oppose the Motion for Administrative Stay Pending Appeal of Viacom Inc. ("Viacom's Stay Request") filed on October 7, 2005.¹

On September 26, 2005 Viacom, along with the Walt Disney Company, NBC Universal, Inc., and NBC Telemundo License Co., filed a Motion for Extension of Effective Date or, in the Alternative Administrative Stay, MM Dkt No. 00-167. ("Companies' Stay Request"). On October 3, 2005 the Children's Media Policy Coalition filed an Opposition to the Companies Stay Request, MM Dkt No. 00-167 ("Coalition Opposition").

¹ The Coalition timely files this Opposition and replies to this Opposition should not be filed because they will not be considered by the Commission. 47 C.F.R. § 1.45(d).

Viacom's Stay request merely repeats the unpersuasive arguments it made in the Companies' Stay Request. Accordingly, and to not unduly burden the Commission with repetitious filings, the Coalition opposes Viacom's Stay for the same reasons it opposed the Companies' Stay. The Coalition incorporates into this Opposition all of the arguments it made in the Coalition's Opposition and reiterates that further delay in the implementation of these rules would harm children and be contrary to the public interest.

Respectfully Submitted,

/s/ Angela Campbell

Angela Campbell

*Counsel for the Children's Media Policy
Coalition*

CERTIFICATE OF SERVICE

I hereby certify a copy of the Opposition to Motion for Administrative Stay Pending Appeal of Viacom Inc., filed by the Children's Media Policy Coalition through its attorney, the Institute for Public Representation, has been served by first-class mail, this 14th of October, 2005, on the following persons at the address shown below.

Helgi C. Walker
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Attorneys for Viacom

/s/Jennifer Prime
Jennifer Prime